

THE LEOPARD

cannot change his spots, but the removal of spots and blemishes from clothes is assured if SUNLIGHT SOAP is used. As the LEOPARD'S eyes gleam in the darkness of the night, so clothes washed with

Sunlight Soap

gleam white and pure in the brilliant light of day. Unlike the Leopard's jaws, which are formed to destroy, SUNLIGHT SOAP is created to preserve. It preserves your clothes and household linen, and makes them last longer. SUNLIGHT SOAP is guaranteed pure, and will not injure the finest fabric.

BUY IT.



Dardanelles is Pivotal Point of Whole War.

Opinion Held by Military, Naval and Political Circles in London—Some of the Tremendous Obstacles to be Overcome by Fleet Before Triumph is Complete.

London, March 2.—The day on which the Dardanelles are forced will be the turning point of the whole war, is the opinion of high military, naval and political authorities in London, and, if one may judge from the tone of the French press, of those of the French Capital also. It will mark the downfall of the Turkish Dominion, predicted by Premier Asquith; it will signify the total failure of those German ambitions which found concrete expression in the Baghdad Railway; it will break the backbone of the German policy of communications with Asia through the Balkans and Constantinople, and will effectively counter the plans for the Turkish invasion of Egypt. Supplies of German munitions of war for Turkish troops in Asia Minor will be cut off and those armies rendered impotent. Free passage will be obtained for Russian grain and oil, with double benefit to Russia's finances and the stores of the other Allied nations. A way will be opened for flanking operations on a scale impossible even with the vast continental lines in the eastern and western theatres of war and possible only to the all embracing arms of the sea powers. The remotest danger of a new accession to the German-Turkish alliance on the part of any Balkan power will be removed.

Not the slightest doubt is entertained that the Allies mean to carry through the work taken in hand, and it is fully recognized that anything less than complete success—in other words, the occupation of Constantinople—would be morally a tremendous defeat in the eyes of the eastern nations, which have been informed by the German wireless that the Kaiser has already captured seventeen British Dreadnoughts.

Big Problem Understood.

Regarding the plan of operations, J. L. Garvin says in the Observer: "Speculation must be restrained; but we have to express our emphatic conviction that not only our own Admiralty and the War Office, but the Allies as a whole have a sure grasp of

their problem and mean to make a thorough job of it. It is admitted that a military force must supplement the fleet and that the right plan must lead up steadily to the final co-operation of Russia with France and Great Britain.

"Nothing must yet be asked about the composition and direction of possible landing expeditions. There are several points, both on the European and Asiatic sides, where troops might be landed with the object of seizing both shores of the Straits from the Aegean to the Sea of Marmora. It is especially hard for the opponents of all amphibious powers to distinguish a feat from a blow or to tell where the worst blow is likely to fall. It is no business of the Allies to solve the puzzle for the benefit of the Turks."

Some interesting facts based on personal and local observation are given by Sir Edwin Pears with regard to the Dardanelles defences. The forts at the southwesterly entrance were mounted with Krupp guns, which, when presented to Abdul Hamid a dozen years ago, were said to be the most powerful guns ever made. The process of strengthening the works which has been going on under German direction for the past six months does not appear to have made the forts anything like a match for the offensive of the Queen Elizabeth, which can throw from her fifteen-inch projectile weighing a ton a distance well over twenty miles, if not nearly thirty. Supposedly the stronger defences, however, are at the narrows at Killid Bahr, opposite Chanak, while two or three miles further on is Nagara headland, stretching half way across the straits and so fortified that its many guns, with those on the northern shore, could concentrate a deadly fire on any ship endeavoring to get round the point in order to enter the sea of Marmora. It is on the south side of this point that the Turkish fleet generally lies in the Dardanelles in order to be out of the strong current which flows from the sea of Marmora, and it was here that the Turkish warship Mussudieh was torpedoed by a British submarine.

May Take Forts in Rear.

"When Nagara point is passed," says Sir Edwin Pears, "the greatest diffi-

culty in reaching Constantinople is overcome. It has often been suggested that troops could be landed in the Gulf of Saros, to the north of the peninsula, which is the northern boundary of the Dardanelles, and which at one place—and this behind the strong forts of Killid Bahr—is not more than four miles wide. The object of such a landing would be to take such forts in the rear. A similar proposal has been made in reference to the forts on the Asiatic side. A strong body of troops disembarked at Bessika Bay might capture the Asiatic forts.

"All difficulties would not have been surmounted when the fleets have passed Gallipoli at the northern end of the Dardanelles, for during the last three months the Germans have erected batteries on Marmora Island, forty miles from Gallipoli and one hundred miles from Constantinople, as well as on the southern Asiatic end of the Bosphorus and even at Prinkipo."

Whatever difficulties are in the way, the prevailing opinion here is that they have been well estimated and the value of success calculated to exceed the possible costs.

The optimism with which the continuance of the Dardanelles operations is awaited extends to the future operations of the Allies generally. A story, reinforced by details, which it is impossible to make public because of the danger to certain people involved, is current in unusually credulous circles to the effect that the German general staff realizes that Germany has delivered her strongest blows and has failed, and is now laying its plans to avert a crushing defeat. Apocryphal or not, the story well represents the trend of the best informed public opinion here.

Farmers!

Book your orders NOW for Potato Manure and Potato Phosphate (for potatoes), Bone Fertilizer, Animal Fertilizer and Dissolved Bone (for root crops), Ground Bone, Nitrate of Soda (for hay).

The time is getting short when you will require the above.

FRANKLIN'S AGENCIES, Ltd., Agents for Swift's Fertilizer Co. mar10/15

Baden-Powell Recalls Germany

PREPARING FOR WAR NINE YEARS AGO.

New York, March 2.—A German, Baron von Stein, purchased in 1906 a villa three miles southeast of Liege and spent much time and money on fixing up the grounds. Last August the turf of the tennis court was torn away by the German invaders, who used the concrete foundation underneath as an emplacement for one of their 16-inch howitzers with which they reduced the fortress. In the vicinity of Lille and Maubeuge, it was later declared, similar gun emplacements had been prepared. The following passage taken from Lieut. General Sir Robert Baden-Powell's new book, "Germany's Secret Plans," throws some additional light on the subject:

"Some years ago a report came to the War Office that a foreign power was making gun emplacements in a position which had not before been suspected of being of military value, and they were evidently going to use it for strategic purposes.

"It was sent to see whether the report was true. Of course, it would not do to go as an officer—suspicion would be aroused, one would be allowed to see nothing and would probably be arrested as a spy. I therefore went to stay with a friendly farmer in the neighborhood and went out shooting every day among the partridges and snipe which abound there. The first thing I did was to look at the country generally and try to think which points would be most valuable as positions for artillery.

"Then I went to look for partridges (and other things) on the hills which I had noticed, and very soon found what I wanted.

Officers Taking Angles.
"Officers were there taking angles and measurements, accompanied by workmen, who were driving pegs into the ground and marking off lines with tapes between them.

"As I passed with my gun in my hand, bag on my shoulder and dog at my heels, they paid no attention to me, and from the neighboring hills I was able to watch their proceedings. When they went to their meals or returned to their quarters I went shooting over the grounds they had left, and if I did not get a bag of game, at any rate I made a good selection of drawing and measurements of the plans of the forts and emplacements which they had traced out on the ground."

Stafford's Prescription "A" cures Indigestion, Dyspepsia, Gastritis, Catarrh of the Stomach and Nervous Dyspepsia. Price 25 and 50c. Postage, 5 and 10c. extra.—Feb 11/15

MINARD'S LINIMENT CURES DIPSYRIA

Business as Usual with the Old Country.

By s.s. Durango To-Day:

50 sides Irish Bacon.
10 Irish Hams.

25 cases Hartley's Jams.

10 cs. Hartley's Marmalade.

1 lb. & 2 lb. pots, 7 lb. tins.

Bird's Custard Powder.

Bird's Egg Powder.

Desiccated Coconut.

Shelled Walnuts.

Shelled Almonds.

20 kegs Selected Grapes.

10 cases Valencia Oranges, large size, 30c. doz.

5 cases Lemons.

20 cases Valencia Onions.

Gold Dish Ox Tongue, Glass English Brawn.

Eng. Brawn, 1 lb. tins, 20c. tin.

Fresh Country Eggs.

Fresh Halibut.

Fresh Cod Tongues.

Fresh Rabbits.

Fresh Oysters.

Fresh Turkeys.

Finnan Haddies.

TEA PRICES AS USUAL. No advance.

Dannawalla 50c. lb.

Bulldog 40c. lb.

10 per ct. off 5 lb. lots.

T. J. Edens

Germans Leap From Blazing Zeppelin

London, Feb. 20.—The Daily News receives the following from its Copenhagen-correspondent:

"German survivors of the Zeppelin L-4 told a thrilling story at the official enquiry at Esbjerg.

"They repeated their story of escape from a wrecked fishing boat which struck a mine, but the magistrate disbelieved them, saying the survivors had not the appearance of sailors. Then they confessed they were survivors from a Zeppelin wrecked in last night's storm.

"When the airship got into difficulties they tried to steer in the teeth of the gale, but the motor smashed as the ship neared shore, and was driven down by snow. The captain gave orders to set the ship afloat and then leaped for their lives. The whole ship was ablaze as the men leaped overboard from a fair height some two or three miles from shore. There were fifteen men on board and four were lost.

"The survivors swam about clinging to wreckage and eventually reached the shore near Varde, where, realizing they were on neutral ground, they made for the railway station and tried to escape by a passing train. One man broke both legs jumping from the Zeppelin."



Open Every Night!

Stafford's Drug Store (Theatre Hill) will be open every night from 7 to 10.

Hundreds of people are suffering from Coughs and Colds at the present time.

Do you intend to allow yours to develop into the Cough or Cold that is not easy to throw off?

We can cure you of this dangerous trouble by calling at our Drug Store, Theatre Hill.

Phorotone Cough Cure will do the necessary. Try a bottle and be convinced for yourself. Price 25c.; postage 5c. extra.

Prepared only by DR. F. STAFFORD & SON, St. John's, Nfld. Manufacturers of STAFFORD'S LINIMENT. STAFFORD'S PRESCRIPTION "A". STAFFORD'S PHOROTONE COUGH CURE.

NEW SHIPMENT of BABY CARRIAGES 1915 PATTERNS.

These Carriages have just arrived and include the very latest in style and workmanship. Come early and make your choice.

Folding Go Carts,
Folding Runabouts,
Pullman Runabouts,
English Carriages.



All well finished and upholstered in various colors. Also in stock: Wheels, from 10 to 16 in. diameter.

Ayre & Sons, Ltd
HARDWARE DEPARTMENT.

For SPRING 1915

LATEST FASHIONS IN

LADIES' COATS!

Exquisite Shades. New Designs.

\$3.95 each.

WORTH UP TO \$8.00 EACH.

NOTICE WINDOW.

S. MILLEY.

Flannelettes!

All You Who Buy of

Flannelettes

should come to Our Sale this week. Pinks, Creams, Mottled and Striped, in fact our entire stock of Flette at very tempting prices.



A. & S. RODGER

Fresh Halibut, Fresh Kippered Herring, etc.

All of the Injurious Effects

attributed to tea comes from mixed manipulated stuff that's but a poor imitation of the real article. Pure tea properly made is not only harmless but decidedly beneficial.

If you want pure tea buy either of the well known brands, viz:

Star, Homestead, Rosalind, Balmoral.

For 5 lb. parcels, 10 per cent discount allowed.

C. P. EAGAN,

DUCKWORTH STREET & QUEEN'S ROAD.

Selected Salt Herring.

Fish Sounds.

Kippered Herring.

Fresh Halibut.

Fresh Cod Tongues.

Symington's Soup Sausages 7c. each.

Symington's Soup Tablets, 10c.

Symington's Pea Flour, 1 lb. tins.

Lyle's Golden Syrup, glasses

Fish Pastes, 7c. tin up.

Meat Pastes, 12c. tin up.